

VISUALIZING LIBRARY OUTREACH AND PARTNERSHIPS USING ARCGIS & STORY MAPS

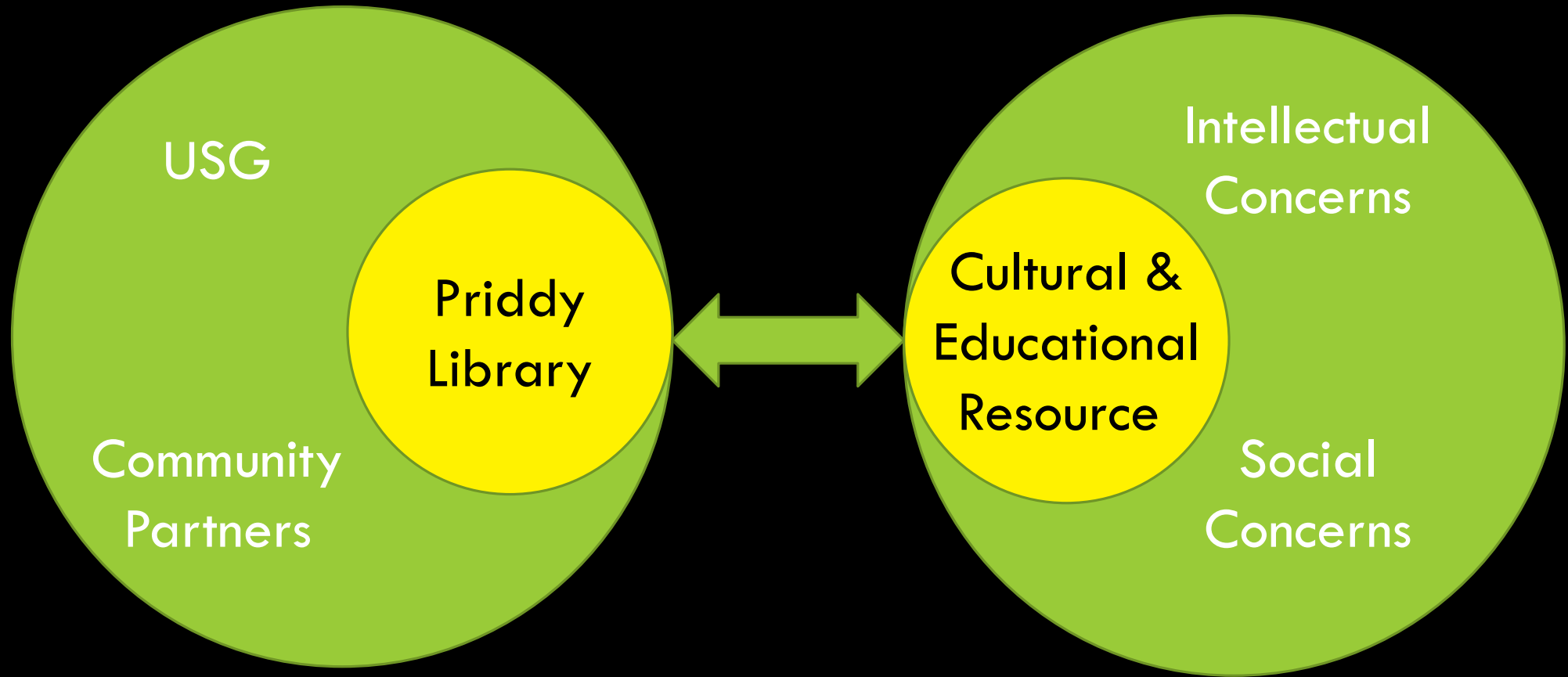
Nickolas Falk

Priddy Library - The Universities at Shady Grove
University of Maryland Libraries

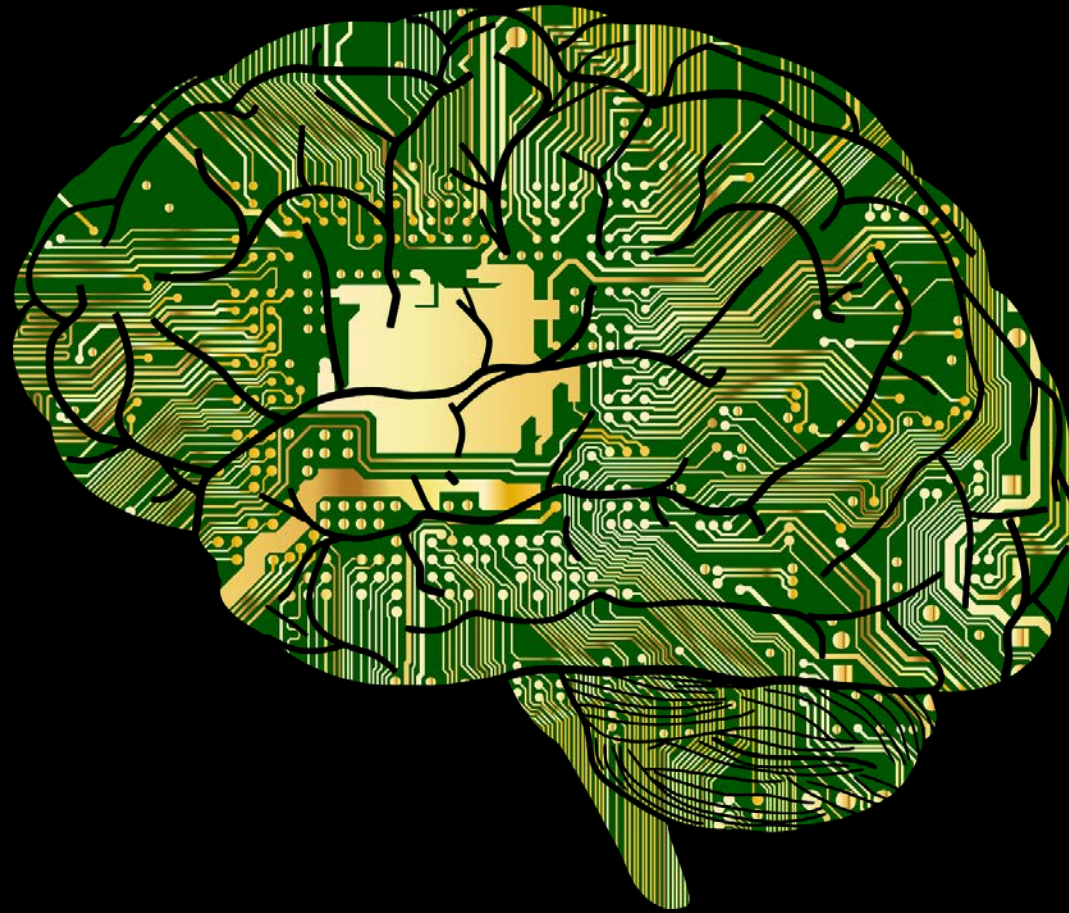
THE STORY BEHIND THE IDEA



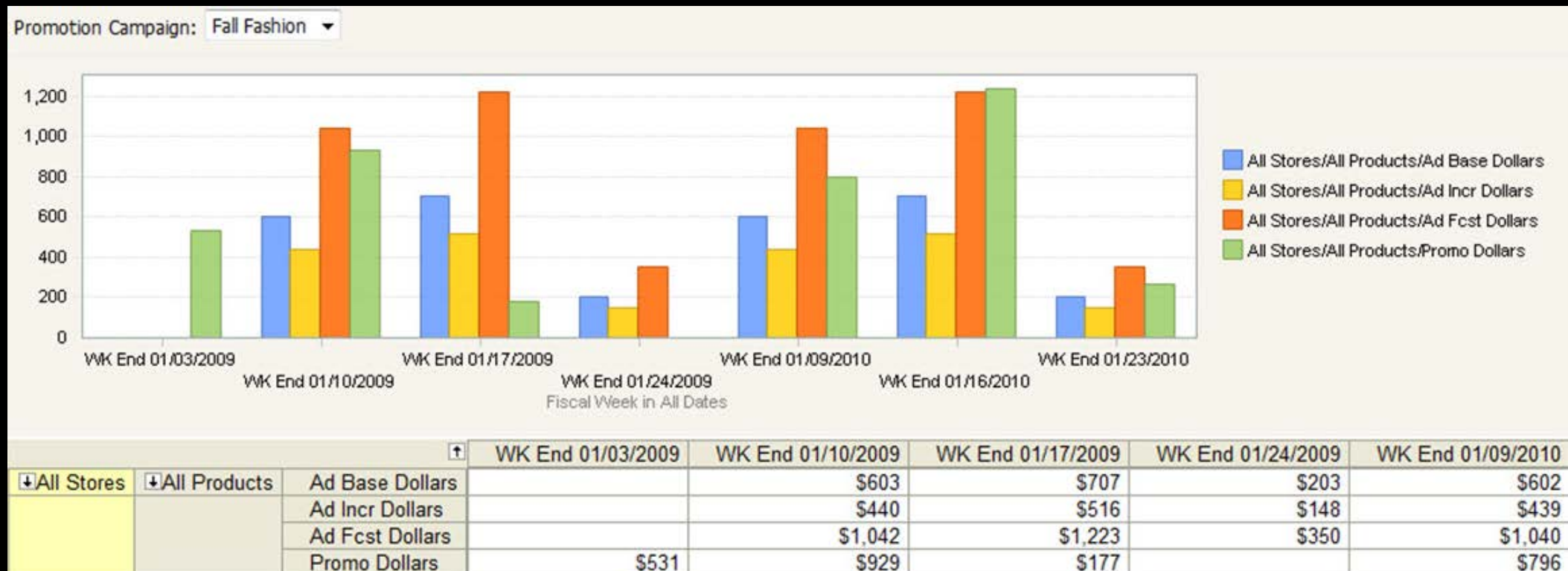
THE STORY BEHIND THE IDEA



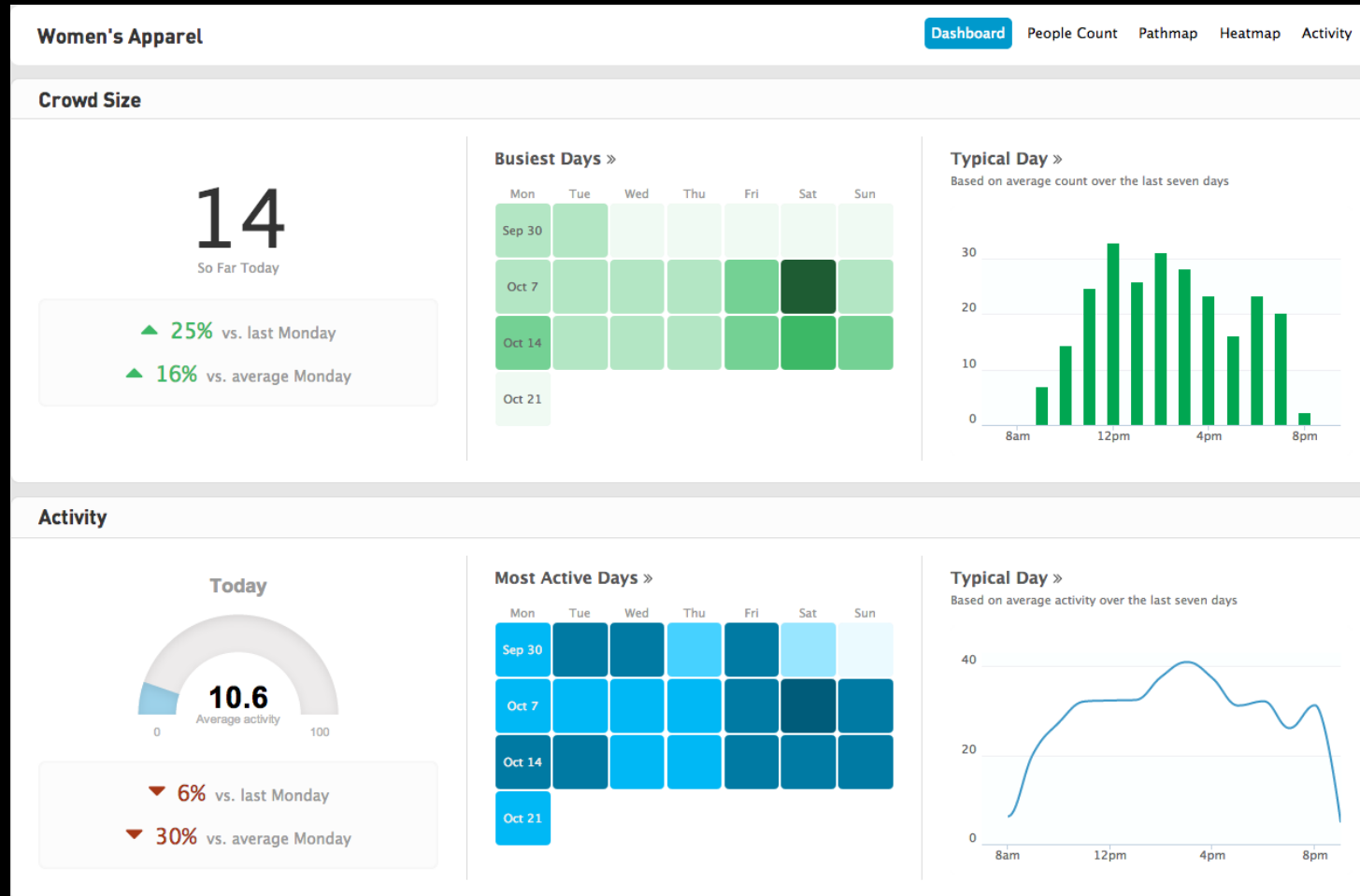
VALUE IN NARRATING



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Jennifer Aaker

General Atlantic Professor of Marketing,
Stanford University's Graduate School of Business

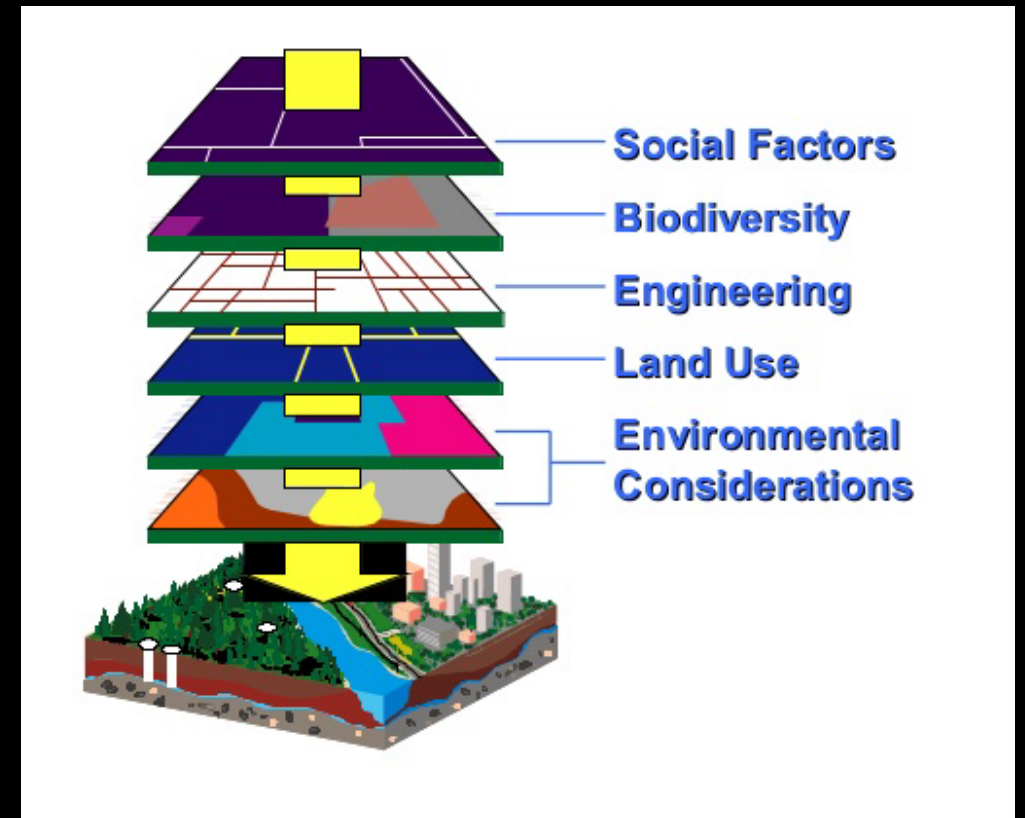
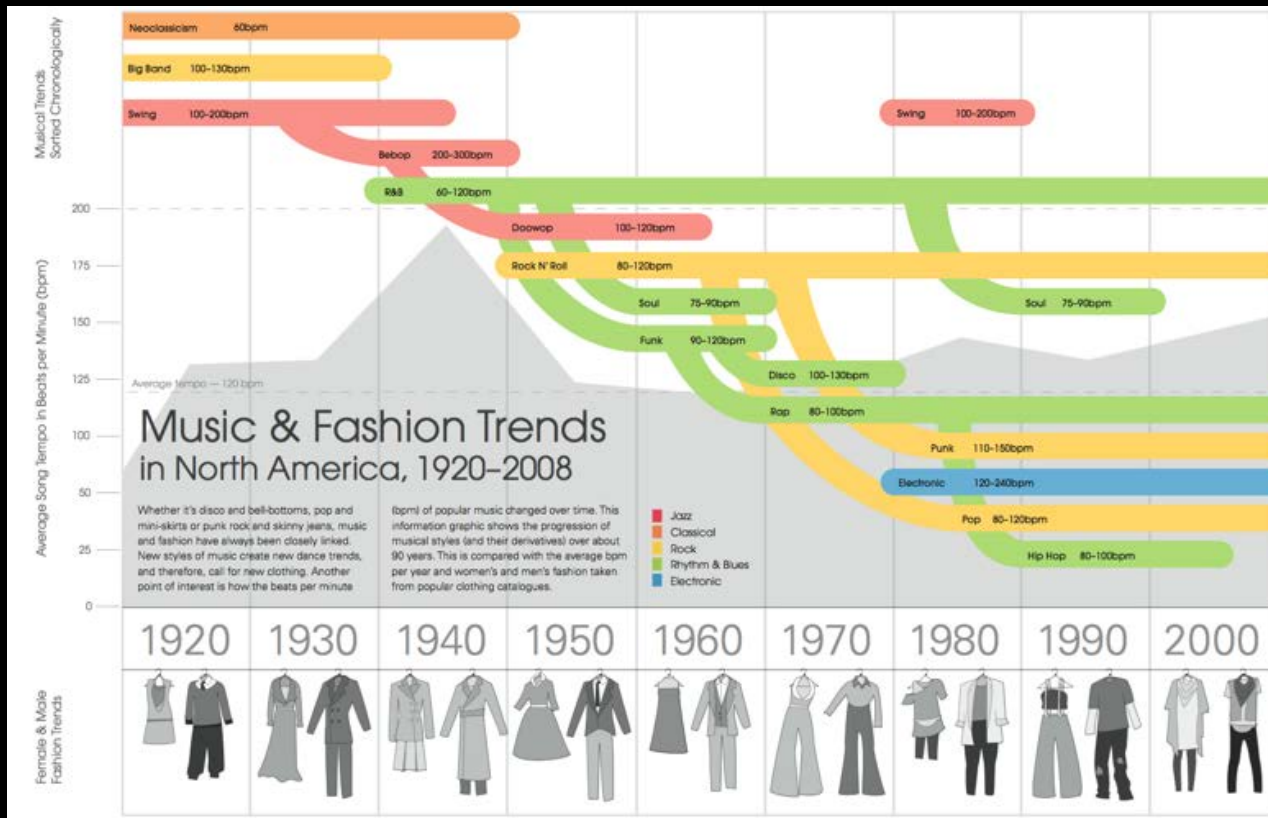
VALUE IN NARRATING



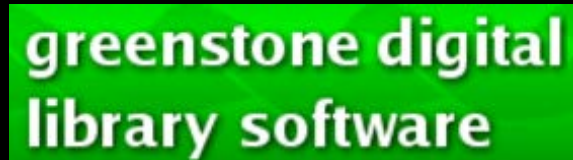
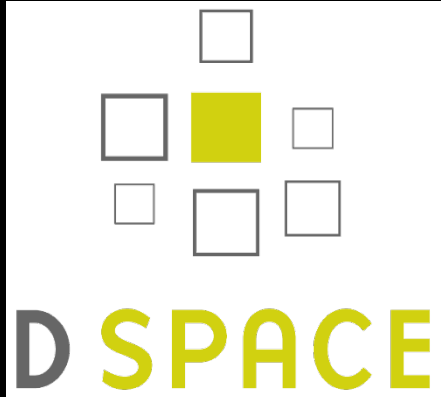
Who – What – When – Where – Why



VALUE IN NARRATING



WHY ARCGIS & STORY MAPS



WHY ARCGIS & STORY MAPS



THE INTERACTIVE VISUALIZATION

<http://arcg.is/2dhtMgX>

REFERENCES

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Gavett, G. (2014, May 9). How Data Visualization Answered One of Retail's Most Vexing Questions. *Harvard Business Review*.

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